



NATIONAL READERSHIP STUDIES COUNCIL

Constituted by:
Advertising Agencies
Association of
India
Audit Bureau of
Circulations
Indian Newspaper
Society

6th November, 2006

Press Release

Mr. Kurush Grant is the Chairman of National Readership Studies Council (NRSC).

At the meeting of the new Governing Council of National Readership Studies Council, Mr. Kurush Grant, advertiser representative of Audit Bureau of Circulations and Chief Executive of the Tobacco & FMCG Division of ITC Limited, (a 3 Billion Dollar diversified Indian Company) has been elected as the Chairman of the National Readership Studies Council (NRSC).

Mr. Grant has been involved in marketing a wide range of products including cigarettes and other FMCG products of ITC. He has been actively involved in the development of ITC's new FMCG forays, including Foods, Garments and Retailing.

Mr. Grant's involvement with Marketing Research goes back to the 80's, when he worked along with ORG in computerization of the then fledgling retail audit. Since then he has been a client of and a developer of marketing research cutting across all the major research companies in India and abroad. He is an active proponent of the development of marketing sciences and has lectured on the subject in several Business Schools.

Mr. Grant is the immediate past Chairman of the Audit Bureau of Circulations – India, the Chairman of the Services Sector Sub Committee of the Confederation of Indian Industry (CII - Eastern Region), the Vice Chairman of the Indian Society of Advertisers (ISA) and a Director on the Board of King Maker Marketing, USA. He is also on the Executive Committee of the Indian Chamber of Commerce – Kolkata and the FMCG National Committee, of the Confederation of Indian Industry.

The other members on the NRS Council of Management are:

A) ABC REPRESENTATIVES:

1)	Ms. Shobhana Bhartia	Hindustan Times	New Delhi
2)	Mr. Anil Kapoor	FCB Ulka Advertising Ltd.	Mumbai
3)	Mr. Amitabha Datta	The Telegraph	Kolkata

B) INS REPRESENTATIVES:

1)	Mr. H.N. Cama	Bombay Samachar	Mumbai
2)	Mr. Vijay Darda	Lokmat	Nagpur
3)	Mr. T. Venkatram Reddy	Deccan Chronicle	Secunderabad
4)	Mr. Jacob Mathew	Malayala Manorama	Kottayam
5)	Mr. Pratap G. Pawar	Sakal	Pune
6)	Dr. R. Lakshmipathy	Dinamalar	Chennai
7)	Mr. Shailesh Gupta	Dainik Jagran	Kanpur
8)	Mr. Mohit Jain	The Times of India	New Delhi

C) AAAI REPRESENTATIVES:

1)	Mr. Sam Balsara	Madison Communications Pvt. Ltd.	Mumbai
2)	Mr. Madhukar Kamath	Mudra Communications Pvt. Ltd.	Mumbai
3)	Mr. Nagesh Alai	Interface Communications Pvt. Ltd.	Mumbai
4)	Mr. Jagdip Bakshi	Contract Advertising (India) Pvt. Ltd.	Mumbai
5)	Mr. Vikram Sakhuja	Group M	Mumbai
6)	Ms. Lynn de Souza	Lintas India Pvt. Ltd.	Mumbai
7)	Mr. Jeffrey Crasto	MPG India	Mumbai
8)	Mr. Shashidhar Sinha	Lodestar Universal	Mumbai